

Charleston, SC Unannounced

Several problems were discovered during this unannounced ride. One location has been covered by a political ad and various others were blocked by on premise signs or trees. Credits will be requested to compensate for these problems.

This showing needed either upgrading substantially or reduced in volume due to poor field impression and coverage problems. Several notes were made to the plant regarding changes, as they were unavailable to ride with me.

Charleston has a large black population that is concentrated in a few areas, therefore coverage is easy to pinpoint. The plant, however has only a few all black units in these areas and most of them are only average in quality. A subsequent ride will be made within the next 2-3 weeks to facilitate the changes in this program.

It should also be noted that this program is deficient in illumination by 8 panels according to the contract. The plant states that these units have never been illuminated and that the contract allotments were advised by them in error. No credit will be requested because our rate is substantially below the rate card. The correct allotments will be reported for 1985 per my upcoming ride.

Glenn

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